MARLBORO MENTHOL PACKINGS: REPORT CARD

		TOTAL U.S.	REGION 1	REGION 2	REGION 3	REGION 4	REGION 5
TOT. MARLBORO MENTHOL	SHARE	1.6	1.9	1.3	1.3	2.3	1.2
	SHARE DIFFERENCE	0.2	0.0	0.2	0.1	0.2	0.2
	DISTRIBUTION	95	92	97	95	98	92
	SHARE IN STORE STOCKING	1.7	2.0	1.3	1.4	2.3	1.3
FF KGS BOX	SHARE	0.1	0.5	0.0	0.0	0.2	0.0
	SHARE DIFFERENCE	0.0	0.0	0.0	0.0	0.1	0.0
	DISTRIBUTION	18	75	3	2	27	0
	SHARE IN STORE STOCKING	0.7	0.7	0.3	0.5	0.6	NA
FF KINGS SP	SHARE	0.4	0.1	0.4	0.3	0.6	0.3
	SHARE DIFFERENCE	0.0	-0.1	0.0	-0.1	-0.1	0.0
	DISTRIBUTION	74	18	87	84	91	77
	SHARE IN STORE STOCKING	0.5	0.7	0.4	0.4	0.6	0.4
LTS KINGS BOX	SHARE	0.6	0.8	0.4	0.4	0.7	0.5
	SHARE DIFFERENCE	0.0	0.1	0.0	0.0	0.0	0.1
	DISTRIBUTION	84	86	82	81	91	80
	SHARE IN STORE STOCKING	0.7	0.9	0.5	0.5	0.8	0.6
LTS 100'S BOX	SHARE	0.4	0.4	0.3	0.4	0.5	0.3
	SHARE DIFFERENCE	0.0	0.0	0.0	0.0	0.0	0.1
	DISTRIBUTION	78	68	78	80	86	74
	SHARE IN STORE STOCKING	0.5	0.5	0.4	0.5	0.6	0.5
LTS KINGS SP	SHARE	0.1	0.0	0.1	0.1	0.2	0.1
	SHARE DIFFERENCE	0.1	0.0	0.1	0.1	0.1	0.0
	DISTRIBUTION	34	14	40	34	45	25
	SHARE IN STORE STOCKING	0.3	0.2	0.3	0.3	0.4	0.2
LTS 100'S SP	SHARE	0.1	0.0	0.1	0.1	0.2	0.1
	SHARE DIFFERENCE	0.1	0.0	0.1	0.1	0.1	0.0
	DISTRIBUTION	34	11	39	39	48	28
	SHARE IN STORE STOCKING	0.3	0.4	0.3	0.3	0.3	0.2

*DISTRIBUTION=%STORE SELLING; SHARE DIFFERENCE= CYTD 2/22/97 VS YAG; SHARE IN STORE STOKING= SHARE/DISTRIBUTION

SOURCE: NIELSEN WEEKLY CYTD 2/22/97

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MM 100'S BASEMM PACKS

Source: https://www.industrydocuments.ucsf.edu/docs/hmmn0004